



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 12/30 thru 01/05.

(prices in dollars per carton)

Fri. Dec 30, 2005

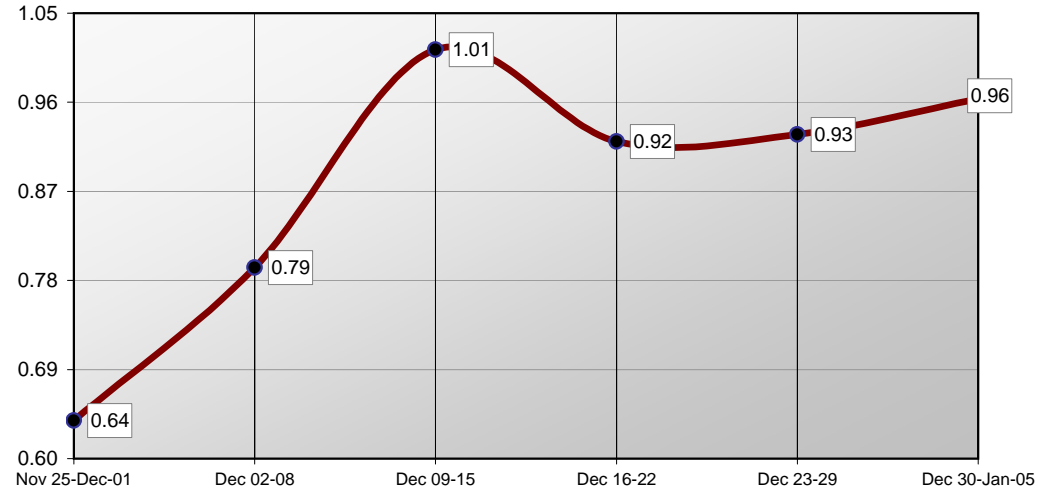
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		20.5% of 16,700 stores				25.5% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			30	0.72	20	0.96	580	1.00
	White 18 pack			710	1.67			1,000	1.45
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	40	0.59	930	0.87	230	0.88	960	0.81
SPECIALTY	White 18 pack			40	1.00	110	1.00	410	1.53
	Brown 12 pack			200	0.77				
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			450	3.41			420	2.55
	OMEGA-3								
LARGE	White 12 pack			200	1.99	110	2.00	670	1.96
	Brown 12 pack	560	1.99	670	1.99			360	2.33
	CAGE-FREE								
	White 12 pack								
	Brown 12 pack			1,400	2.15			390	2.23
	ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/
Regular Shell Eggs (XL/LG; AA/A; W/B)				1,950		3,310		Large Eggs on	
Specialty Shell Eggs				3,280		1,950		Dec-26-2005	
Total (including Medium)				5,230		5,360		361.3	
Special Rate 4/:				2.3%		3.0%		down 5%	

5/: Inventory in thousands of 30-dozen cases.

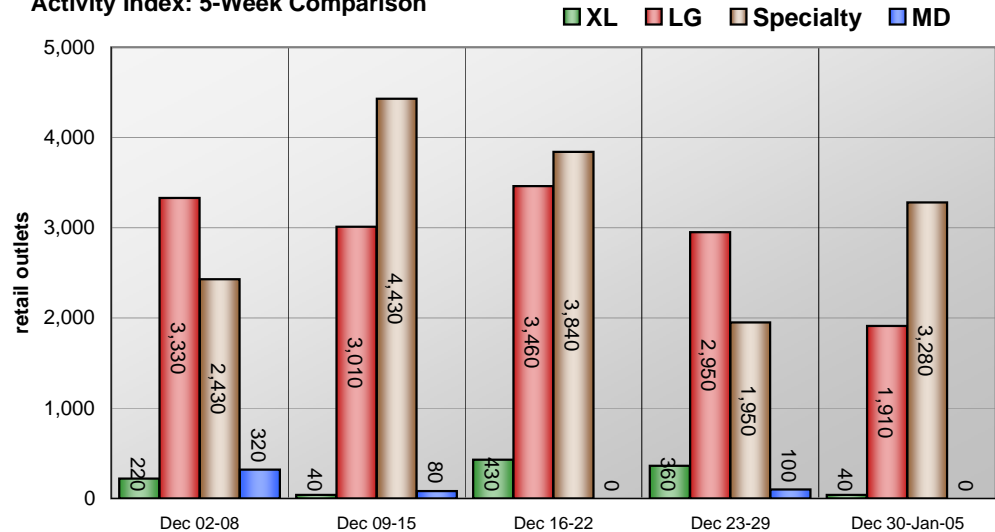
Shell Egg Featuring - 12/30 thru 01/05

Shell egg feature activity, although about equal to last week, is concentrated largely in the Northeast this week and on specialty types, predominately cage-free. Grade A shell eggs are featured most commonly in 12 packs while promotions for their Grade AA counterparts is almost exclusively for 18 packs. Average feature price levels of regular white shell eggs continue to creep higher despite a wide range of price levels. Features of Extra Large eggs have all but disappeared from ad space.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		44.9% of 3,800 sampled outlets						8.6% of 5,000 sampled outlets						7.0% of 2,400 sampled outlets					
2/ Activity Index		Activity Index = 3,490 (includes Medium)						Activity Index = 450 (includes Medium)						Activity Index = 170 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	10	0.99										0.59	20	0.59
	White 18 pack																1.60	10	1.60
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.77 - 1.00	820	0.87				0.79	20	0.79	0.59	40	0.59	0.79 - 0.89	90	0.87
	White 18 pack																		
	Brown 12 pack				0.77	200	0.77												
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 4.98	290	3.95				2.29	140	2.29						
	OMEGA-3																		
	White 12 pack				1.99	110	1.99				1.99	80	1.99				1.99	10	1.99
	Brown 12 pack	1.99	490	1.99	1.99	600	1.99	1.99	70	1.99	1.99	70	1.99						
	CAGE-FREE																		
	White 12 pack				1.79 - 2.50	970	2.22				1.99	70	1.99						
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		9.1% of 2,600 sampled outlets						34.2% of 2,000 sampled outlets						21.9% of 900 sampled outlets					
2/ Activity Index		Activity Index = 230 (includes Medium)						Activity Index = 690 (includes Medium)						Activity Index = 200 (includes Medium)					
USDA GRADE AA	White 12 pack										1.60 - 1.78	690	1.67						
	White 18 pack				1.78	10	1.78												
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack																		
	White 18 pack				1.00	40	1.00												
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				3.39	20	3.39												
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.99	160	1.99										1.99	200	1.99

Note: See page 1 for explanatory notes.

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